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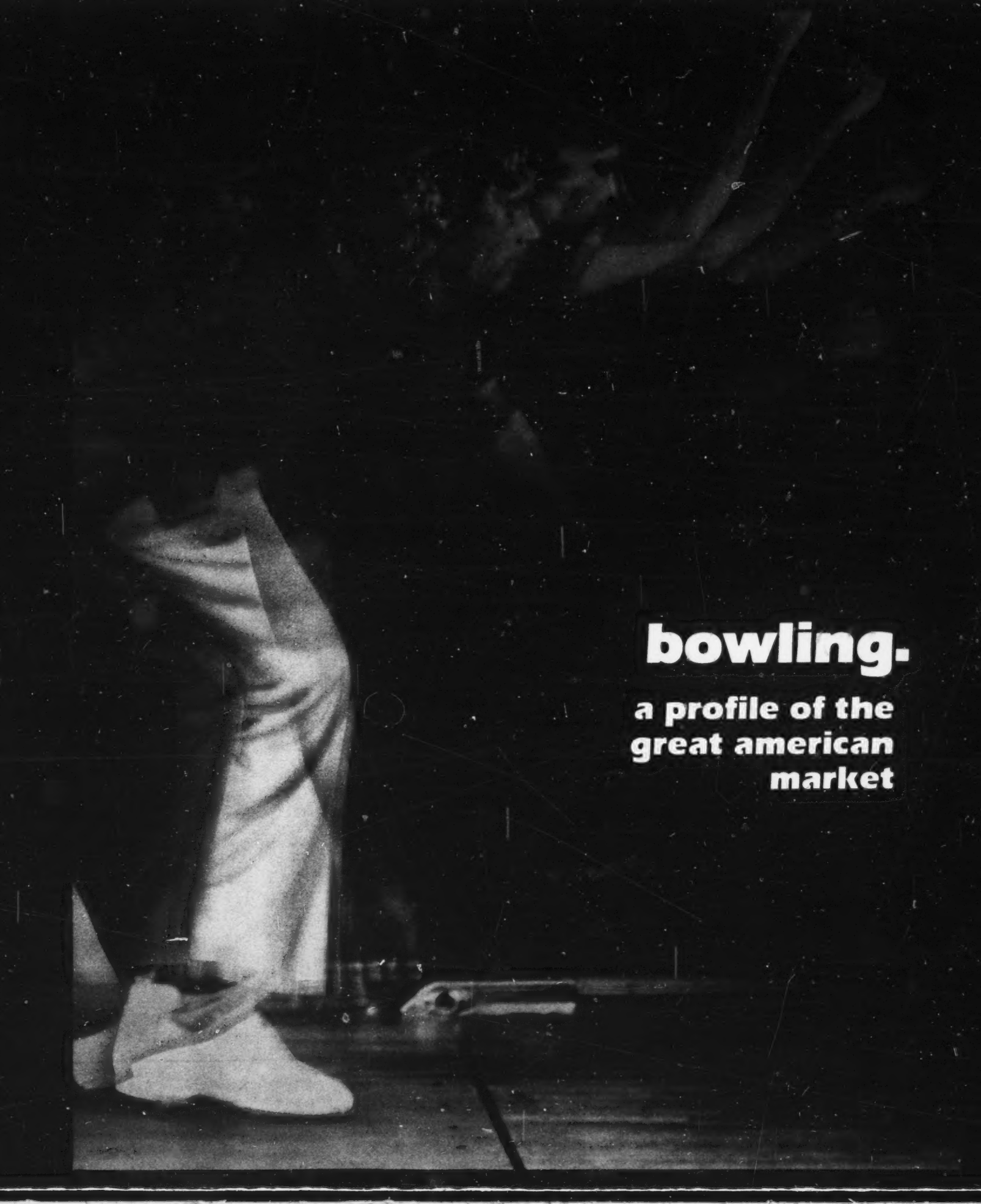
DEMOGRAPHICS

bowling.

a profile of the great american market



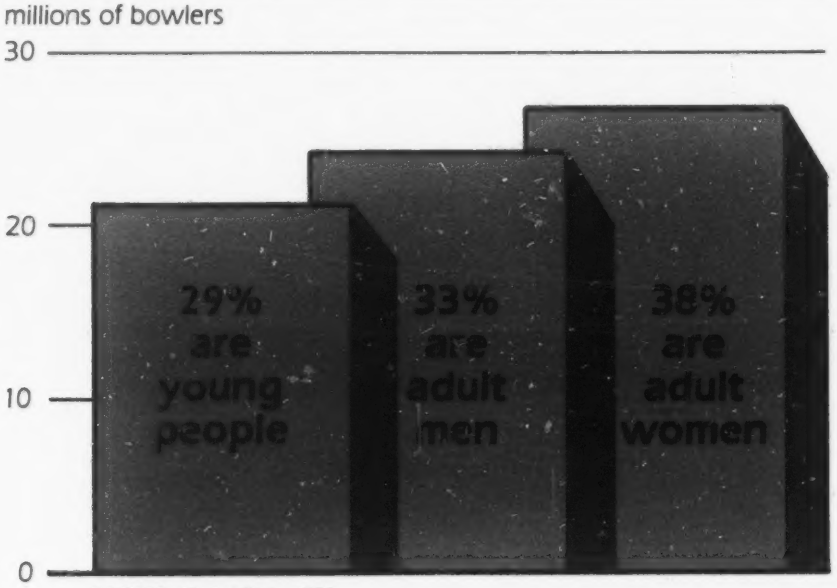
bowling.

a profile of the great american market

one out of every three americans is a bowler

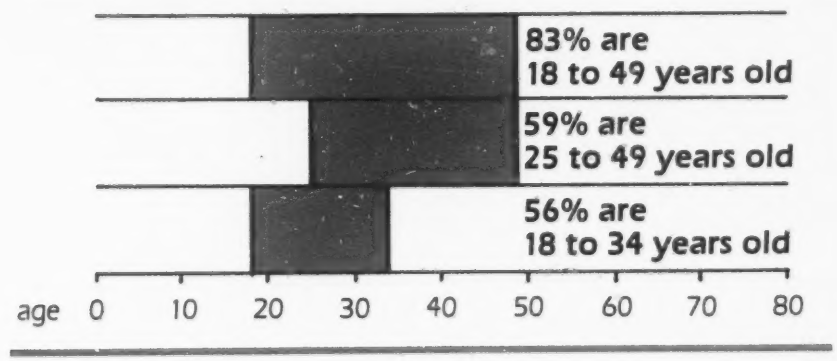
This massive participant sport captures one out of every three men, women and children in the country today. Over 72 million people visit more than 9,000 bowling centers nationwide. And, they do it an average of nine times each year. That's 650 million visits this year.

market balance



SOURCE: Market Facts, 1980

the heart of the market



bowlers by age group

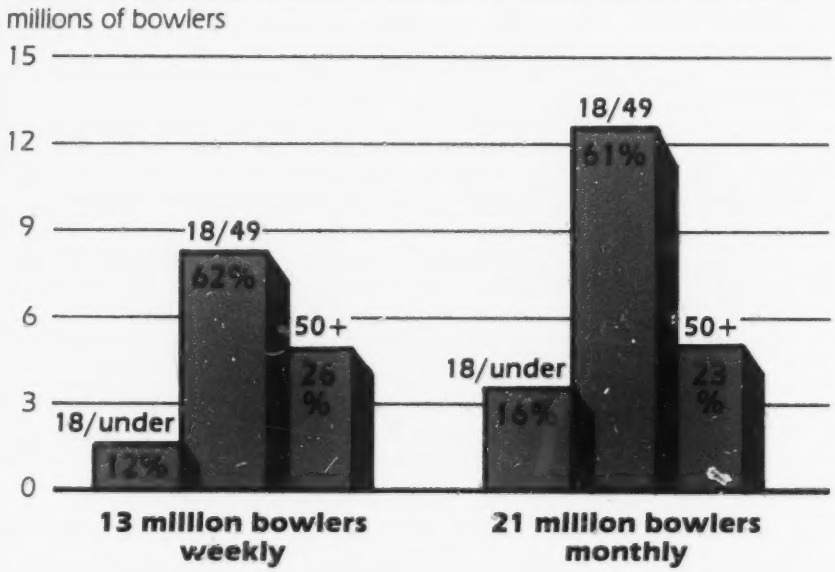
age	% that bowls	% of U.S. population
under 12	11.6%	17.9%
12 to 17	18.1	10.7
18 to 24	17.0	12.9
25 to 34	22.6	15.7
35 to 49	18.6	16.5
50 to 64	9.5	15.0
65+	2.6	11.3
median age — total	26.3 years	29.7 years
median age — adults	30.9 years	41.0 years

SOURCE: Market Facts, 1980
U.S. Dept. of Commerce, 1980

More than 9 million adults regularly participate in sanctioned ABC and WIBC leagues. Another 1.7 million youngsters under 18 are also league bowlers. Add to this, 3 million more avid bowlers who open play bowl every week and you have more than 13 million weekly bowlers. Market statistics also show that more than 21 million people go bowling at least once a month.

The majority of these weekly and monthly bowlers fall into the 18 to 49 age category, so they are also the people who buy the bulk of the products and services sold in this country. They represent a very lucrative mass market.

bowling frequency



SOURCE: American Bowling Congress roster and Women's International Bowling Congress roster, 1980. American Junior Bowling Congress Roster, 1980. NBC Study of Juniors, 1980. Market Facts, 1980.

bowler characteristics

These 72 million American bowlers offer very attractive demographics. They're younger, more affluent and better educated than you may think.

They represent a broad spectrum of consumer characteristics in terms of who they are, where they live and how much they earn.

bowlers offer better demographics than you may think

bowler profile

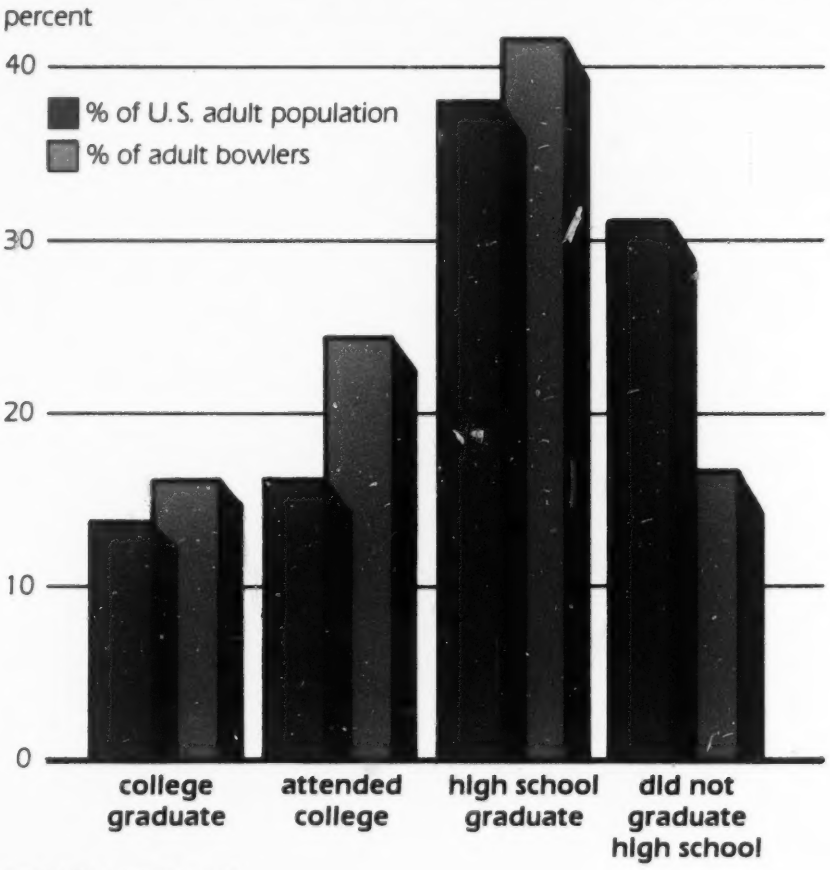
profile	bowlers	U.S. population
median adult age	31 years old	41 years old
18 to 34	56%	40%
18 to 49	83%	63%
median household income	$19,685	$17,750
household income $25,000+	32%	28%
graduate/attend college	41%	30%
graduate high school	42%	38%
employed professionally, managerially	34%	29%
craftsmen/foremen	16%	14%
married	67%	65%
parents	44%	37%
own home	76%	68%
children under 18	53%	47%
mean household size	3.3 persons	2.8 persons

Market Facts, 1980
U.S. Dept. of Commerce, 1980

bowlers are better educated than the national average

Today, about 3 out of every 10 adults in the United States have had some college training. When bowlers are singled out, the figures show that 4 out of every 10 have had some college training. Bowlers also exceed the national average in the percentage of college graduates in their ranks.

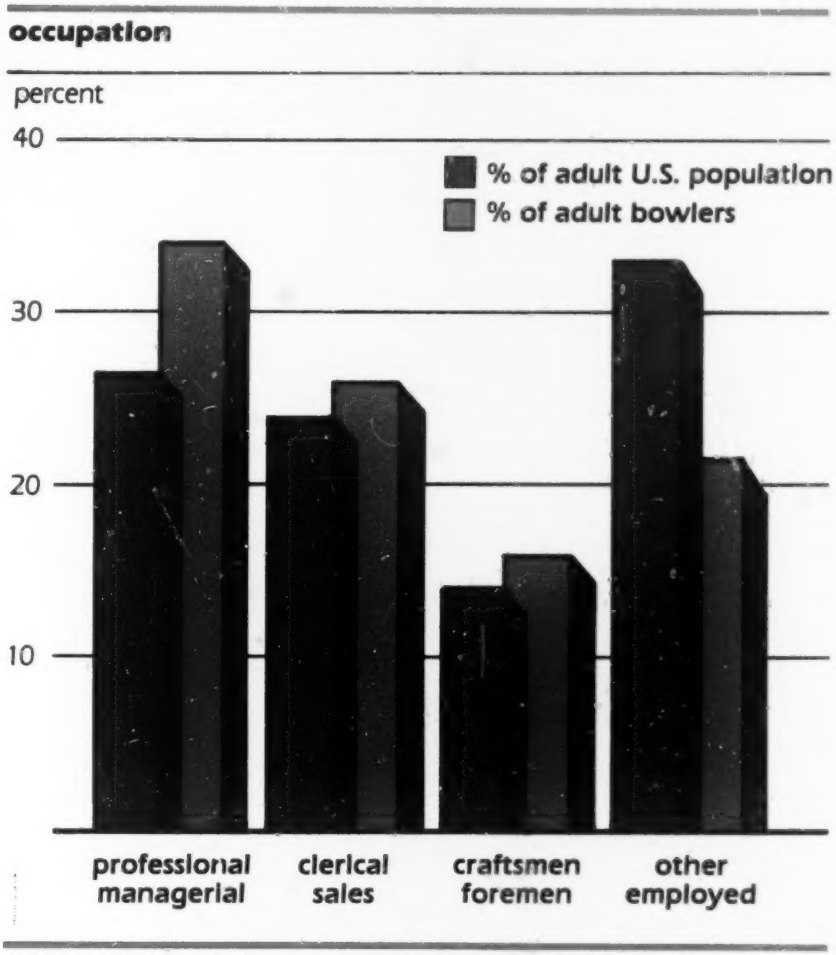
education



SOURCE: Market Facts, 1980
U.S. Dept. of Commerce, 1980

Working at many different occupations, bowlers are prevalent in managerial and professional positions as well as craftsman and clerical positions. In fact, the great American bowler is 20 percent more likely to wear a white collar rather than a blue one.

more than half are employed in white collar occupations

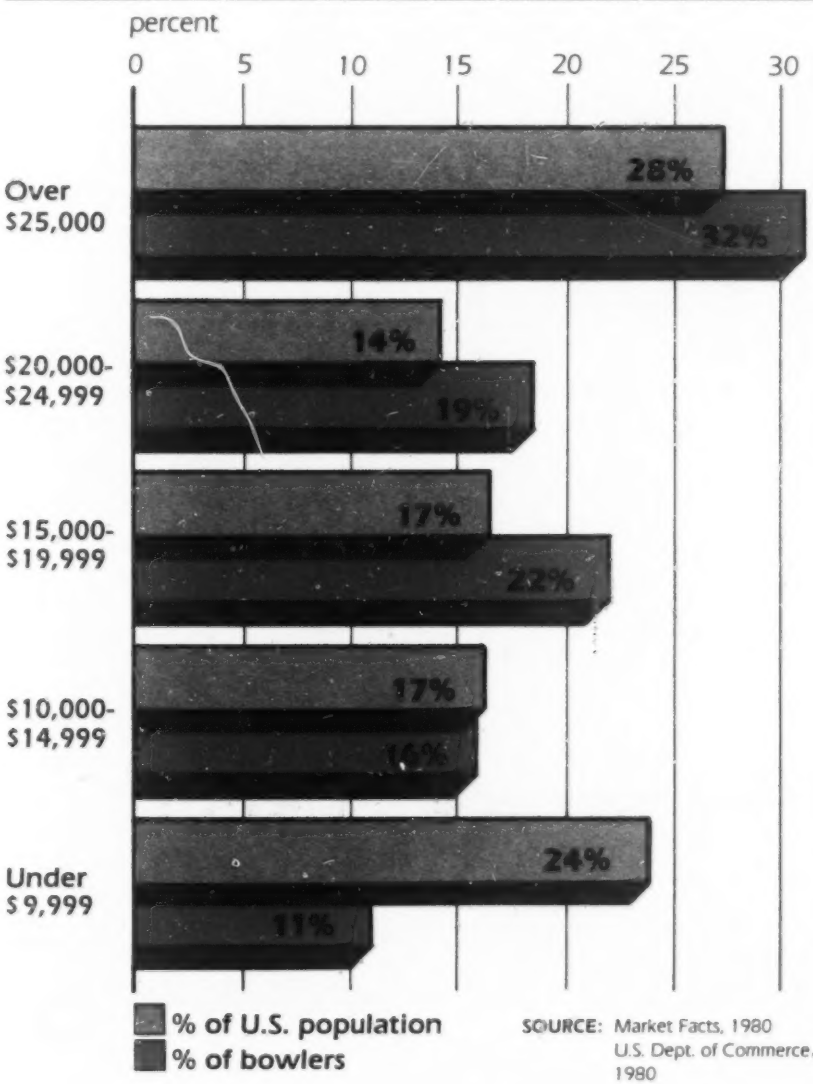


SOURCE: Market Facts, 1980
U.S. Dept. of Commerce, 1980

bowlers exceed the national average in income

When it comes to income, bowlers do quite well. 32 percent have household incomes exceeding $25,000 per year. Half the bowlers in this country have annual household incomes in excess of $20,000.

income



SOURCE: Market Facts, 1980
U.S. Dept. of Commerce, 1980

it all adds up to a massive market with real purchasing power

If you are marketing products or services with a broad-based appeal, take a good look at bowling as a vehicle for getting your message across. Bowling's popularity cuts across every social and economic category, providing a massive market which is receptive to messages tied to the sport.

Whether your prime market is young, middle-aged, elderly, rich, budget conscious, white collar or blue collar, bowling provides access to and a popular point of recognition for the great American consumers.

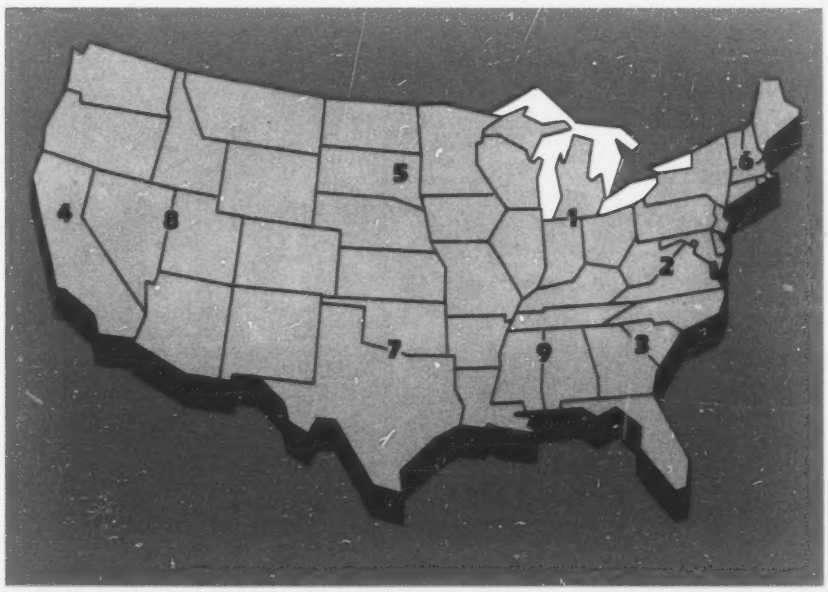
other demographics

Geographically, bowlers are dispersed throughout the country along the lines of the general population — unlike some participant sports which are very popular in specific areas and relatively ignored in others. If you want nationwide coverage, bowling has it.

bowling is popular nationwide and year-round

geographic distribution

geographic location	% of bowlers	% of U.S. population
1. East North Central	25%	19%
2. Mid Atlantic	21	18
3. South Atlantic	13	16
4. Pacific	12	14
5. West North Central	9	8
6. New England	7	6
7. West South Central	7	9
8. Mountain	5	5
9. East South Central	3	6



SOURCE: Market Facts, 1980; U.S. Dept. of Commerce, 1980

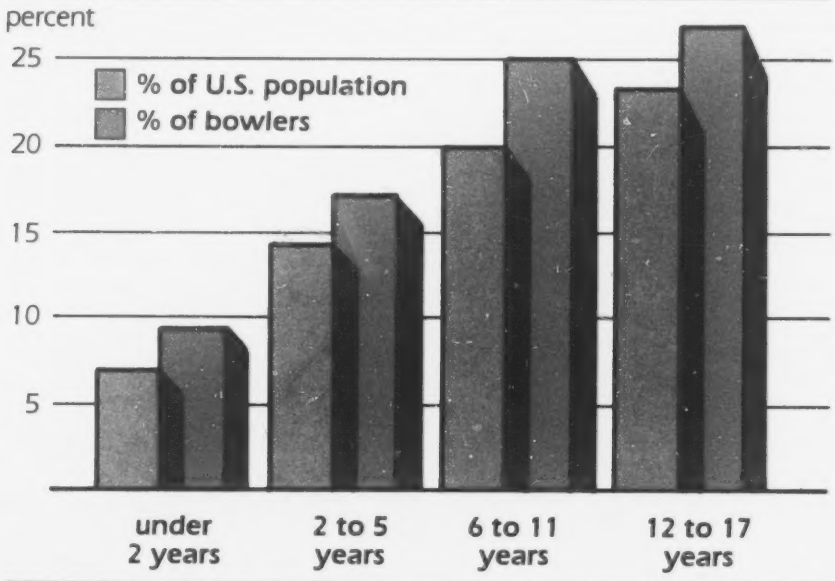
bowlers are very family oriented

Over two-thirds of the bowlers in the U.S. are married. More than half have children. Of course, these statistics are to be expected, since bowling is a very appealing family sport where both young and old can compete and enjoy a relaxing pastime together.

marital status

status	% of adult bowlers	% of adult U.S. population
Married	67%	64%
Single	24%	19%
Widowed/Divorced/Separated	9%	17%

children

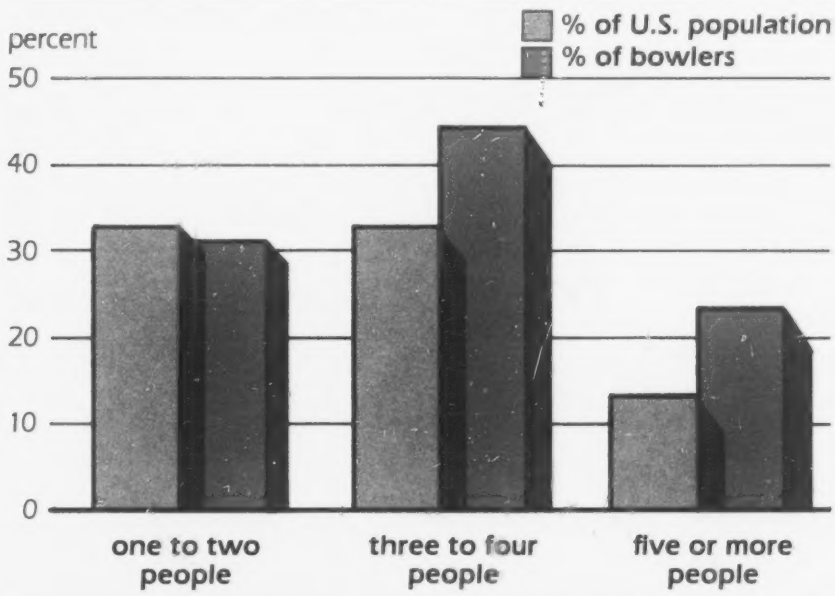


Bowling's family orientation provides you with more potential buyers and users of your products and services in each housing unit. Over two-thirds of the bowling households boast three or more members.

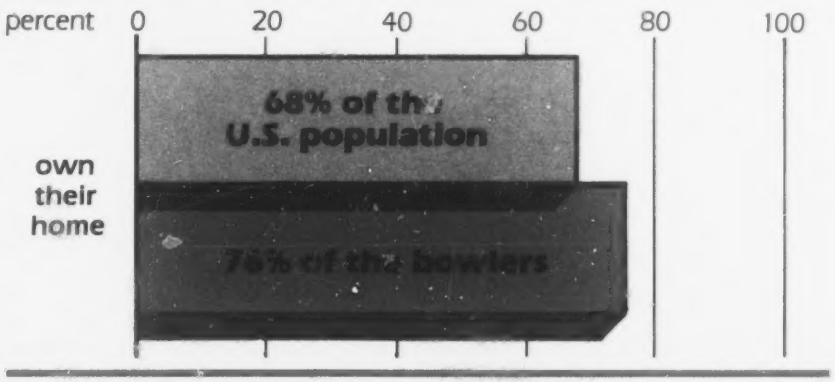
Bowlers also provide a relatively stable market. One hint of that stability is the very high percentage of bowlers who own their homes . . .76 percent to be exact.

three out of every four bowlers own their homes

household size



home ownership



SOURCE: Market Facts, 1980
U.S. Dept. of Commerce, 1980

bowlers are the great american consumers

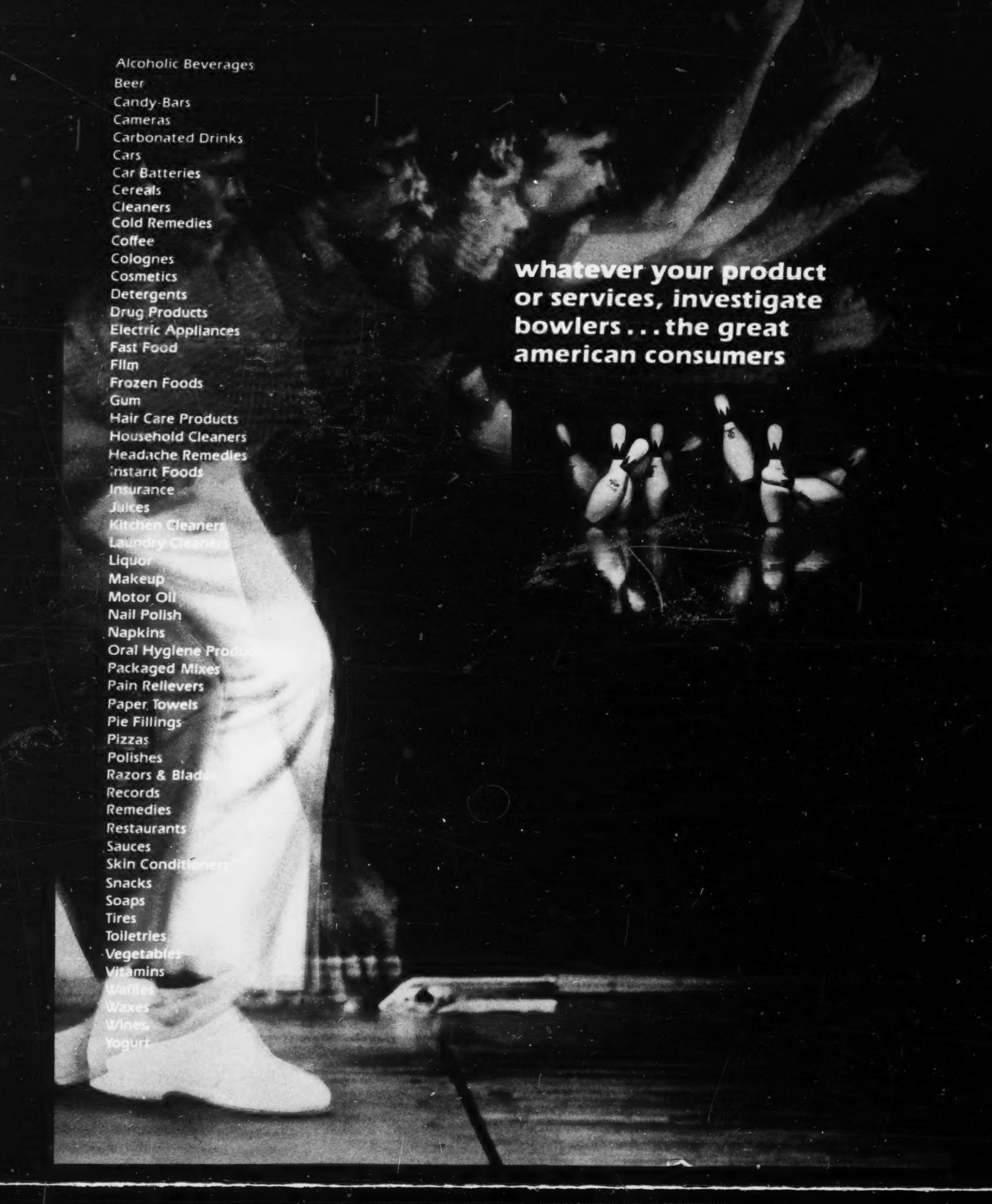
Bowlers form a massive market segment that buys a wide variety of products and services. Most are very enthusiastic about their sport and enjoy relating to media depictions of it. They also command incomes that make them very desirable consumers.

Bowlers are the great American consumers.

an index sampler of products

category	adult bowlers index	adult non-bowlers index
alcoholic beverages	120.9	94.3
am/fm car stereos	120.6	94.4
beer	123.7	93.5
cigarettes	115.7	95.7
hair conditioners	112.5	96.6
headache & pain relievers	106.7	98.2
men's grooming aids	112.2	96.7
women's cosmetics	114.0	96.6

SOURCE: Simmons Market Research Bureau, 1979/80


Alcoholic Beverages
Beer
Candy-Bars
Cameras
Carbonated Drinks
Cars
Car Batteries
Cereals
Cleaners
Cold Remedies
Coffee
Colognes
Cosmetics
Detergents
Drug Products
Electric Appliances
Fast Food
Film
Frozen Foods
Gum
Hair Care Products
Household Cleaners
Headache Remedies
Instant Foods
Insurance
Juices
Kitchen Cleaners
Laundry Cleaners
Liquor
Makeup
Motor Oil
Nail Polish
Napkins
Oral Hygiene Prod
Packaged Mixes
Pain Rellevers
Paper Towels
Pie Fillings
Pizzas
Polishes
Razors & Blad
Records
Remedies
Restaurants
Sauces
Skin Conditioners
Snacks
Soaps
Tires
Toiletries
Vegetables
Vitamins
Waffles
Waxes
Wines
Yogurt
whatever your product or services, investigate bowlers . . . the great american consumers